

# **Fabric Softeners and Conditioners Market Size, Trends, Analysis, and Outlook By Product (Liquid, Dryer Sheets, Others), By Application (Household, Commercial), by Country, Segment, and Companies, 2024-2032**

<https://marketpublishers.com/r/FA580E74E97DEN.html>

Date: October 2024

Pages: 190

Price: US\$ 3,582.00 (Single User License)

ID: FA580E74E97DEN

## **Abstracts**

Global Fabric Softeners and Conditioners Market Size is valued at \$21.2 Billion in 2024 and is forecast to register a growth rate (CAGR) of 4.3% to reach \$29.7 Billion by 2032.

The fabric softeners and conditioners market is expanding due to increasing consumer awareness of fabric care and maintenance. The trend towards natural and hypoallergenic products is boosting market growth. Innovations in formulation, including enzyme-based softeners and biodegradable packaging, are enhancing market potential, prompting manufacturers to explore diverse softener options.

Fabric Softeners and Conditioners Market Drivers, Trends, Opportunities, and Growth Opportunities

The comprehensive report presents unique market trends and challenges shaping the outlook for industry stakeholders. The Future of Fabric Softeners and Conditioners survey report provides the market size outlook across types, applications, and segments globally and regionally. It also offers data-driven insights and actionable recommendations for companies in the Fabric Softeners and Conditioners industry.

Key market trends defining the global Fabric Softeners and Conditioners demand in 2025 and Beyond

The Fabric Softeners and Conditioners industry remains an attractive hub for both

domestic and global vendors. As we enter 2025, demand from end-user sectors, changes in consumption patterns, new product launches, and widening distribution channels will play major roles.

Fabric Softeners and Conditioners Market Segmentation- Industry Share, Market Size, and Outlook to 2032

Rising demand for diverse products and applications fuels the increased investments in niche segments. Leading companies focus on generating a large share of their future revenue growth by expanding into these niche segments. The report presents a market size outlook across segments, supporting companies scaling up production with a focus on potential countries.

Key strategies adopted by companies within the Fabric Softeners and Conditioners industry

Leading Fabric Softeners and Conditioners companies are boosting investments to capitalize on untapped potential and future possibilities across niche market segments and surging demand conditions. In particular, companies that leverage advanced technologies to achieve operational excellence are set to gain significant revenues. The report details the key strategies adopted by the top 10 Fabric Softeners and Conditioners companies.

Fabric Softeners and Conditioners Market Study- Strategic Analysis Review

The market research report dives deep into qualitative factors shaping the market, empowering you to make informed decisions.

- Industry Dynamics: Porter's Five Forces analysis to understand bargaining power, competitive rivalry, and threats that impact long-term strategy formulation.

- Strategic Insights: Provides valuable perspectives on key players and their approaches based on comprehensive strategy analysis.

- Internal Strengths and Weaknesses: Develop targeted strategies to leverage strengths, address weaknesses, and capitalize on market opportunities.

- Future Possibilities: Prepare for diverse outcomes with in-depth scenario analysis. Explore potential market disruptions, technology advancements, and economic

changes.

### Fabric Softeners and Conditioners Market Size Outlook- Historic and Forecast Revenue in Three Cases

The Fabric Softeners and Conditioners industry report provides a detailed analysis and outlook of revenue generated by companies from 2018 to 2023. With actual data for 2023, the report forecasts the market size outlook from 2024 to 2032 in three scenarios: low case, reference case, and high case.

### Fabric Softeners and Conditioners Country Analysis and Revenue Outlook to 2032

The report analyzes 22 countries worldwide, including key driving forces and market size outlook from 2021 to 2032. Additionally, it includes region analysis across Asia Pacific, Europe, the Middle East, Africa, North America, and South America. For each region, the market size outlook by segments is forecast for 2032.

### North America Fabric Softeners and Conditioners Market Size Outlook- Companies plan for focused investments in a changing environment

The US remains the market leader in North America, driven by a large consumer base, well-established providers, and strong infrastructure. Leading companies focus on new product launches in a changing environment. The US GDP is expected to grow from \$28,781.1 Billion in 2024 to \$36,621 Billion in 2030, driving demand for various Fabric Softeners and Conditioners market segments. Similarly, strong market demand encourages Canadian Fabric Softeners and Conditioners companies to invest in niche segments. Mexico's investment in technological advancements positions it for significant market expansion.

### Europe Fabric Softeners and Conditioners Market Size Outlook- Companies investing in assessing consumers, categories, competitors, and capabilities.

The German Fabric Softeners and Conditioners industry remains the major market for companies in the European Fabric Softeners and Conditioners industry with consumers in Germany, France, the UK, Spain, Italy, and others anticipated to register a steady demand throughout the forecast period, driving the overall market prospects. In addition, the proactive approach of vendors in identifying and leveraging new growth prospects positions the European Fabric Softeners and Conditioners market fostering both domestic and international interest. Leading brands operating in the industry are

emphasizing effective marketing strategies, innovative product offerings, and addressing niche consumer segments.

Asia Pacific Fabric Softeners and Conditioners Market Size Outlook- an attractive hub for opportunities for both local and global companies

The increasing pool of consumer base, robust consumption expenditure, and increasing investments in manufacturing drive the demand for Fabric Softeners and Conditioners in Asia Pacific. In particular, China, India, and South East Asian Fabric Softeners and Conditioners markets present a compelling outlook for 2032, attracting both domestic and multinational vendors seeking growth opportunities. Similarly, with a burgeoning population and a rising middle class, India offers a vast consumer market. Japanese and Korean companies are quickly aligning their strategies to navigate market changes, explore new markets, and enhance their competitive edge. Our report utilizes in-depth interviews with industry experts and comprehensive data analysis to provide a comprehensive outlook of 6 major countries in the APAC region.

Latin America Fabric Softeners and Conditioners Market Size Outlook- Continued urbanization and rising income levels

Rising income levels contribute to higher purchasing power among consumers, spurring consumption and creating opportunities for market expansion. Continued urbanization and rising income levels are expected to sustainably drive consumption growth in the medium to long term.

Middle East and Africa Fabric Softeners and Conditioners Market Size Outlook- continues its upward trajectory across segments.

Robust demand from Middle Eastern countries including Saudi Arabia, the UAE, Qatar, Kuwait, and other GCC countries supports the overall Middle East Fabric Softeners and Conditioners market potential. Fuelled by increasing consumption expenditure of individuals and growing population drive the demand for Fabric Softeners and Conditioners.

Fabric Softeners and Conditioners Company Profiles

The global Fabric Softeners and Conditioners market is characterized by intense competitive conditions with leading companies opting for aggressive marketing to gain market shares. The report presents business descriptions, SWOT analysis, growth

strategies, and financial profiles. The leading companies included in the study are AIEA USA, Amway Corp, Church and Dwight Co. Inc, Colgate-Palmolive Co., Dropps, Godrej Group, Henkel AG & Co. KGaA, Kao Corp, LG Household and Health Care Ltd, Lion Corp, Marico Ltd, Melaleuca Inc, Norfolk Natural Living, Pigeon Corp, Reckitt Benckiser Group PLC, S. C. Johnson and Son Inc, Seventh Generation Inc, The Procter & Gamble Company (P&G), Unilever PLC, Werner & Mertz GmbH.

## Recent Fabric Softeners and Conditioners Market Developments

The global Fabric Softeners and Conditioners market study presents recent market news and developments including new product launches, mergers, acquisitions, expansions, product approvals, and other updates in the industry.

## Fabric Softeners and Conditioners Market Report Scope

Parameters: Revenue, Volume Price

Study Period: 2023 (Base Year); 2018- 2023 (Historic Period); 2024- 2032 (Forecast Period)

Currency: USD; (Upon request, can be provided in Euro, JPY, GBP, and other Local Currency)

## Qualitative Analysis

Pricing Analysis

Value Chain Analysis

SWOT Profile

Market Dynamics- Trends, Drivers, Challenges

Porter's Five Forces Analysis

Macroeconomic Impact Analysis

Case Scenarios- Low, Base, High

## Market Segmentation:

### By Product

Liquid

Dryer Sheets

Others

### By Application

Household

Commercial

## Geographical Segmentation:

North America (3 markets)

Europe (6 markets)

Asia Pacific (6 markets)

Latin America (3 markets)

Middle East Africa (5 markets)

## Companies

AIEn USA

Amway Corp

Church and Dwight Co. Inc

Colgate-Palmolive Co.

Dropps

Godrej Group

Henkel AG & Co. KGaA

Kao Corp

LG Household and Health Care Ltd

Lion Corp

Marico Ltd

Melaleuca Inc

Norfolk Natural Living

Pigeon Corp

Reckitt Benckiser Group PLC

S. C. Johnson and Son Inc

Seventh Generation Inc

The Procter & Gamble Company (P&G)

Unilever PLC

Werner & Mertz GmbH

Formats Available: Excel, PDF, and PPT

## Contents

### **CHAPTER 1: EXECUTIVE SUMMARY**

- 1.1 Study Scope
- 1.2 Market Definition
- 1.3 Report Guide
  - 1.3.1 Country Coverage
  - 1.3.2 Companies Profiled
  - 1.3.3 Study Period: 2018 to 2023 and 2024 to 2032
  - 1.3.4 Units
- 1.4 Abbreviations

### **CHAPTER 2. FABRIC SOFTENERS AND CONDITIONERS MARKET OVERVIEW-2025**

- 2.1 An Introduction to the Global Fabric Softeners and Conditioners Markets
- 2.2 Key Statistics
- 2.3 Region Benchmarking, 2024
- 2.4 Country Positioning Matrix, 2024

### **CHAPTER 3. STRATEGIC ANALYSIS REVIEW**

- 3.1 Fabric Softeners and Conditioners Industry Stakeholders
- 3.2 Value Chain Analysis
- 3.3 Porter's Five Forces Analysis
- 3.4 SWOT Profile
- 3.5 Recent Market Developments

### **CHAPTER 4. IMPACT ANALYSIS AND SCENARIO FORECASTS**

- 4.1 Russia-Ukraine Conflict Analysis
- 4.2 COVID-19: Post Pandemic Recovery Analysis
- 4.3 US Inflation and Sluggish Growth in China
- 4.4 Focus on Sustainability
- 4.5 Low Growth Case Scenario: Global Fabric Softeners and Conditioners Market Outlook to 2032
- 4.6 Reference Case Scenario: Global Fabric Softeners and Conditioners Market Outlook to 2032



#### 4.7 High Growth Case Scenario: Global Fabric Softeners and Conditioners Market Outlook to 2032

### **CHAPTER 5: FABRIC SOFTENERS AND CONDITIONERS MARKET DYNAMICS**

#### 5.1 Key Fabric Softeners and Conditioners Market Trends

#### 5.2 Potential Fabric Softeners and Conditioners Market Opportunities

#### 5.3 Key Market Challenges

### **CHAPTER 6: GLOBAL FABRIC SOFTENERS AND CONDITIONERS MARKET ANALYSIS AND OUTLOOK TO 2032**

#### 6.1 Global Market Outlook by Segments, 2021 to 2032

##### 6.2 Product

Liquid

Dryer Sheets

Others

Application

Household

Commercial

#### 6.3 Global Market Outlook by Region, 2021 to 2032

### **CHAPTER 7: NORTH AMERICA FABRIC SOFTENERS AND CONDITIONERS MARKET ANALYSIS AND OUTLOOK TO 2032**

#### 7.1 North America Market Outlook by Segments, 2021- 2032

##### 7.2 Product

Liquid

Dryer Sheets

Others

Application

Household

Commercial

#### 7.3 North America Market Outlook by Country, 2021- 2032

##### 7.3.1 United States Fabric Softeners and Conditioners Market Size Forecast, 2021-2032

##### 7.3.2 Canada Fabric Softeners and Conditioners Market Size Forecast, 2021- 2032

##### 7.3.3 Mexico Fabric Softeners and Conditioners Market Size Forecast, 2021- 2032

## **CHAPTER 8: EUROPE FABRIC SOFTENERS AND CONDITIONERS MARKET ANALYSIS AND OUTLOOK TO 2032**

### 8.1 Europe Market Outlook by Segments, 2021- 2032

#### 8.2 Product

Liquid

Dryer Sheets

Others

Application

Household

Commercial

### 8.3 Europe Market Outlook by Country, 2021- 2032

8.3.1 Germany Fabric Softeners and Conditioners Market Size Forecast, 2021- 2032

8.3.2 France Fabric Softeners and Conditioners Market Size Forecast, 2021- 2032

8.3.3 United Kingdom Fabric Softeners and Conditioners Market Size Forecast, 2021- 2032

8.3.4 Spain Fabric Softeners and Conditioners Market Size Forecast, 2021- 2032

8.3.5 Italy Fabric Softeners and Conditioners Market Size Forecast, 2021- 2032

8.3.6 Russia Fabric Softeners and Conditioners Market Size Forecast, 2021- 2032

8.3.7 Rest of Europe Fabric Softeners and Conditioners Market Size Forecast, 2021- 2032

## **CHAPTER 9: ASIA PACIFIC FABRIC SOFTENERS AND CONDITIONERS MARKET ANALYSIS AND OUTLOOK TO 2032**

### 9.1 Asia Pacific Market Outlook by Segments, 2021- 2032

#### 9.2 Product

Liquid

Dryer Sheets

Others

Application

Household

Commercial

### 9.3 Asia Pacific Market Outlook by Country, 2021- 2032

9.3.1 China Fabric Softeners and Conditioners Market Size Forecast, 2021- 2032

9.3.2 India Fabric Softeners and Conditioners Market Size Forecast, 2021- 2032

9.3.3 Japan Fabric Softeners and Conditioners Market Size Forecast, 2021- 2032

9.3.4 South Korea Fabric Softeners and Conditioners Market Size Forecast, 2021- 2032

9.3.5 Australia Fabric Softeners and Conditioners Market Size Forecast, 2021- 2032

9.3.6 South East Asia Fabric Softeners and Conditioners Market Size Forecast, 2021-2032

9.3.7 Rest of Asia Pacific Fabric Softeners and Conditioners Market Size Forecast, 2021- 2032

## **CHAPTER 10: SOUTH AMERICA FABRIC SOFTENERS AND CONDITIONERS MARKET ANALYSIS AND OUTLOOK TO 2032**

10.1 South America Market Outlook by Segments, 2021- 2032

10.2 Product

Liquid

Dryer Sheets

Others

Application

Household

Commercial

10.3 South America Market Outlook by Country, 2021- 2032

10.3.1 Brazil Fabric Softeners and Conditioners Market Size Forecast, 2021- 2032

10.3.2 Argentina Fabric Softeners and Conditioners Market Size Forecast, 2021- 2032

10.3.3 Rest of South America Fabric Softeners and Conditioners Market Size Forecast, 2021- 2032

## **CHAPTER 11: MIDDLE EAST AND AFRICA FABRIC SOFTENERS AND CONDITIONERS MARKET ANALYSIS AND OUTLOOK TO 2032**

11.1 Middle East and Africa Market Outlook by Segments, 2021- 2032

11.2 Product

Liquid

Dryer Sheets

Others

Application

Household

Commercial

11.3 Middle East and Africa Market Outlook by Country, 2021- 2032

11.3.1 Saudi Arabia Fabric Softeners and Conditioners Market Size Forecast, 2021-2032

11.3.2 The UAE Fabric Softeners and Conditioners Market Size Forecast, 2021- 2032

11.3.3 Rest of Middle East Fabric Softeners and Conditioners Market Size Forecast,

2021- 2032

11.3.4 South Africa Fabric Softeners and Conditioners Market Size Forecast, 2021-2032

11.3.4 Rest of Africa Fabric Softeners and Conditioners Market Size Forecast, 2021-2032

## **CHAPTER 12: COMPETITIVE LANDSCAPE**

12.1 Competitive Analysis- Product Profile, SWOT, Financial Profiles

12.2 Key Companies Profiled in the Study

12.3 AIEn USA

Amway Corp

Church and Dwight Co. Inc

Colgate-Palmolive Co.

Dropps

Godrej Group

Henkel AG & Co. KGaA

Kao Corp

LG Household and Health Care Ltd

Lion Corp

Marico Ltd

Melaleuca Inc

Norfolk Natural Living

Pigeon Corp

Reckitt Benckiser Group PLC

S. C. Johnson and Son Inc

Seventh Generation Inc

The Procter & Gamble Company (P&G)

Unilever PLC

Werner & Mertz GmbH

## **CHAPTER 13: SOURCES AND RESEARCH METHODOLOGY**

13.1 Primary and Secondary Sources

13.2 Research Methodology

13.3 Data Triangulation and Validation

13.4 Assumptions and Limitations

13.5 Forecast Methodology

Appendix

- A: Highlights of the Q4-2024 Version
- B: Conclusion and Future Recommendations
- C: Customization Options
- D: Contact Information

## List Of Figures

### LIST OF FIGURES

Figure 1: Country Analysis: Largest Market Share (%) - 2024 vs. 2032

Figure 2: GDP (Current Prices) Outlook by Country, 2010- 2032

Figure 3: Population Outlook by Country, 2010- 2032

Figure 4: Inflation Outlook by Country (%), 2024- 2032

Figure 5: Global Fabric Softeners and Conditioners Market Outlook by Type, 2021- 2032

Figure 6: Global Fabric Softeners and Conditioners Market Outlook by Application, 2021- 2032

Figure 7: Global Fabric Softeners and Conditioners Market Outlook by Region, 2021- 2032

Figure 8: North America Fabric Softeners and Conditioners Market Snapshot, Q4-2024

Figure 9: North America Fabric Softeners and Conditioners Market Size Forecast by Type, 2021- 2032

Figure 10: North America Fabric Softeners and Conditioners Market Size Forecast by Application, 2021- 2032

Figure 11: North America Fabric Softeners and Conditioners Market Share by Country, 2023

Figure 12: Europe Fabric Softeners and Conditioners Market Snapshot, Q4-2024

Figure 13: Europe Fabric Softeners and Conditioners Market Size Forecast by Type, 2021- 2032

Figure 14: Europe Fabric Softeners and Conditioners Market Size Forecast by Application, 2021- 2032

Figure 15: Europe Fabric Softeners and Conditioners Market Share by Country, 2023

Figure 16: Asia Pacific Fabric Softeners and Conditioners Market Snapshot, Q4-2024

Figure 17: Asia Pacific Fabric Softeners and Conditioners Market Size Forecast by Type, 2021- 2032

Figure 18: Asia Pacific Fabric Softeners and Conditioners Market Size Forecast by Application, 2021- 2032

Figure 19: Asia Pacific Fabric Softeners and Conditioners Market Share by Country, 2023

Figure 20: South America Fabric Softeners and Conditioners Market Snapshot, Q4-2024

Figure 21: South America Fabric Softeners and Conditioners Market Size Forecast by Type, 2021- 2032

Figure 22: South America Fabric Softeners and Conditioners Market Size Forecast by

Application, 2021- 2032

Figure 23: South America Fabric Softeners and Conditioners Market Share by Country, 2023

Figure 24: Middle East and Africa Fabric Softeners and Conditioners Market Snapshot, Q4-2024

Figure 25: Middle East and Africa Fabric Softeners and Conditioners Market Size Forecast by Type, 2021- 2032

Figure 26: Middle East and Africa Fabric Softeners and Conditioners Market Size Forecast by Application, 2021- 2032

Figure 27: Middle East and Africa Fabric Softeners and Conditioners Market Share by Country, 2023

Figure 28: United States Fabric Softeners and Conditioners Market Size Outlook, \$ Million, 2021- 2032

Figure 29: Canada Fabric Softeners and Conditioners Market Size Outlook, \$ Million, 2021- 2032

Figure 30: Mexico Fabric Softeners and Conditioners Market Size Outlook, \$ Million, 2021- 2032

Figure 31: Germany Fabric Softeners and Conditioners Market Size Outlook, \$ Million, 2021- 2032

Figure 32: France Fabric Softeners and Conditioners Market Size Outlook, \$ Million, 2021- 2032

Figure 33: United Kingdom Fabric Softeners and Conditioners Market Size Outlook, \$ Million, 2021- 2032

Figure 34: Spain Fabric Softeners and Conditioners Market Size Outlook, \$ Million, 2021- 2032

Figure 35: Italy Fabric Softeners and Conditioners Market Size Outlook, \$ Million, 2021- 2032

Figure 36: Russia Fabric Softeners and Conditioners Market Size Outlook, \$ Million, 2021- 2032

Figure 37: Rest of Europe Fabric Softeners and Conditioners Market Size Outlook, \$ Million, 2021- 2032

Figure 38: China Fabric Softeners and Conditioners Market Size Outlook, \$ Million, 2021- 2032

Figure 39: India Fabric Softeners and Conditioners Market Size Outlook, \$ Million, 2021- 2032

Figure 40: Japan Fabric Softeners and Conditioners Market Size Outlook, \$ Million, 2021- 2032

Figure 41: South Korea Fabric Softeners and Conditioners Market Size Outlook, \$ Million, 2021- 2032

Figure 42: Australia Fabric Softeners and Conditioners Market Size Outlook, \$ Million, 2021- 2032

Figure 43: South East Asia Fabric Softeners and Conditioners Market Size Outlook, \$ Million, 2021- 2032

Figure 44: Rest of APAC Fabric Softeners and Conditioners Market Size Outlook, \$ Million, 2021- 2032

Figure 45: Brazil Fabric Softeners and Conditioners Market Size Outlook, \$ Million, 2021- 2032

Figure 46: Argentina Fabric Softeners and Conditioners Market Size Outlook, \$ Million, 2021- 2032

Figure 47: Rest of LATAM Fabric Softeners and Conditioners Market Size Outlook, \$ Million, 2021- 2032

Figure 48: Saudi Arabia Fabric Softeners and Conditioners Market Size Outlook, \$ Million, 2021- 2032

Figure 49: UAE Fabric Softeners and Conditioners Market Size Outlook, \$ Million, 2021- 2032

Figure 50: South Africa Fabric Softeners and Conditioners Market Size Outlook, \$ Million, 2021- 2032

Figure 51: Research Methodology

Figure 52: Forecast Methodology



## List Of Tables

### LIST OF TABLES

Table 1: Market Scope and Segmentation

Table 2: Global Fabric Softeners and Conditioners Market Size Outlook, \$Million, 2021 to 2032

Table 3: Low Case Scenario Forecasts

Table 4: Reference Case Scenario Forecasts

Table 5: High Growth Scenario Forecasts

Table 6: Global Fabric Softeners and Conditioners Market Size Outlook by Segments, 2021- 2032

Table 7: Global Fabric Softeners and Conditioners Market Size Outlook by Region, 2021- 2032

Table 8: Country Mapping, 2023 vs. 2032

Table 9: North America- Fabric Softeners and Conditioners Market Outlook by Type, 2021- 2032

Table 10: North America- Fabric Softeners and Conditioners Market Outlook by Country, 2021- 2032

Table 11: Europe - Fabric Softeners and Conditioners Market Outlook by Type, 2021- 2032

Table 12: Europe - Fabric Softeners and Conditioners Market Outlook by Country, 2021- 2032

Table 13: Asia Pacific - Fabric Softeners and Conditioners Market Outlook by Type, 2021- 2032

Table 14: Asia Pacific - Fabric Softeners and Conditioners Market Outlook by Country, 2021- 2032

Table 15: South America- Fabric Softeners and Conditioners Market Outlook by Type, 2021- 2032

Table 16: South America- Fabric Softeners and Conditioners Market Outlook by Country, 2021- 2032

Table 17: Middle East and Africa - Fabric Softeners and Conditioners Market Outlook by Type, 2021- 2032

Table 18: Middle East and Africa - Fabric Softeners and Conditioners Market Outlook by Country, 2021- 2032

Table 19: Business Snapshots of Leading Fabric Softeners and Conditioners Companies

Table 20: Product Profiles of Leading Fabric Softeners and Conditioners Companies

Table 21: SWOT Profiles of Leading Fabric Softeners and Conditioners Companies

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